

CASE STUDY

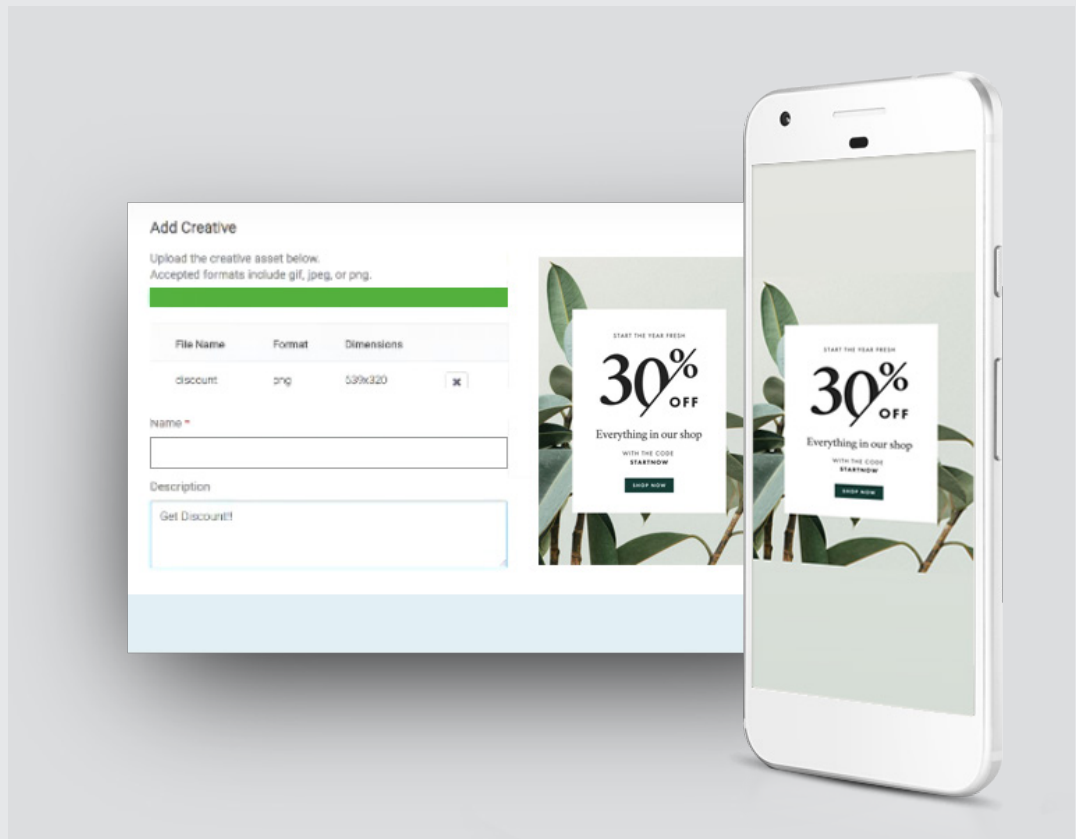
From Concept to Billion Dollar Clients: Foreknow and DataSwitch

**CLIENT:**

Foreknow

PROJECT:

From Concept to Billion Dollar Clients: The Power of Foreknow and DataSwitch

**About the Company:**

Foreknow empowers brands in the food and beverage industry with real-time location data and predictive customer insight to send users special offers and coupons at the right time, every time.

The Idea:

Capitalizing on the success of geo-targeted offers, Foreknow analyzes past location data to determine when users are most likely to use a special offer. For example, Foreknow can determine the best time to send a coupon to a customer who regularly passes a coffee shop at 9 AM—ensuring the customer actually stops in.

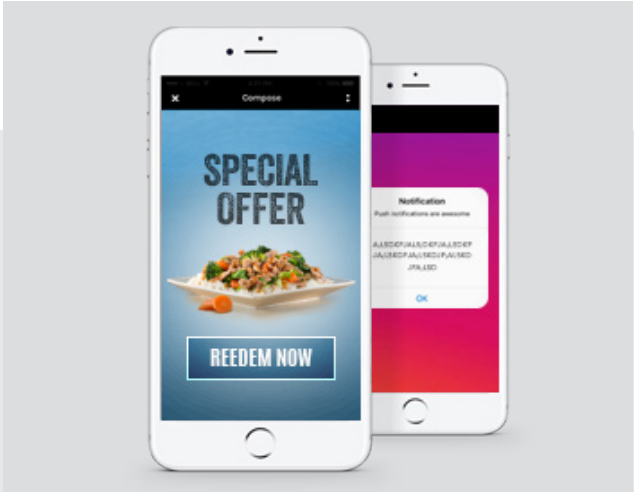
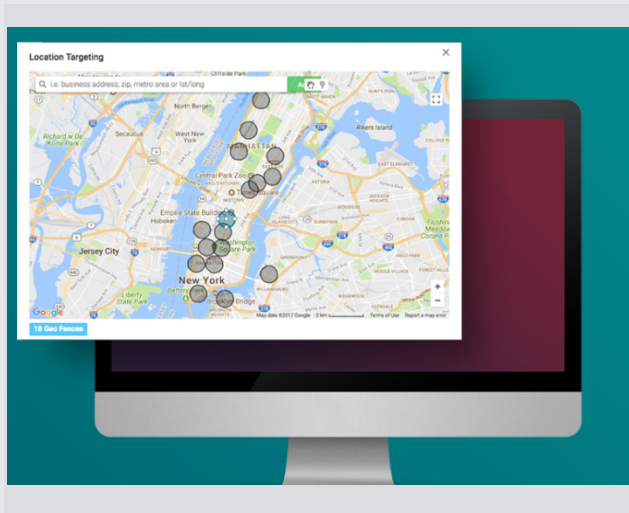


THE CHALLENGE

Foreknow wasn't sure how to put its predictive algorithm to use. They needed a solution for adapting their technology to different customers, pushing messaging to users, and creating relevant customer segments based on the location data collected. Plus, they needed a proof of concept quickly to showcase their idea to brands like TGI Fridays, Speedway, and Wahoo.

ENTER LINEATE

Foreknow partnered with Lineate to create a minimum viable product (MVP) using DataSwitch --Lineate's custom data orchestration platform.



THE SOLUTION

With DataSwitch's three modules (Audience Manager, Campaign Manager and Publisher Manager), ForeKnow was able to bring their algorithm to life by:

- Organizing all location-based customer and tracking engagement metrics from published ads and messaging (**Audience Manager**)
- Using data from Audience Manager to fuel flow, timing, and look of sms messages and in-app campaigns (**Campaign Manager**)
- Centralizing where ads from Campaign Manager are published and automating the ad inventory bidding process (**Publisher Manager**)

RESULTS

Within six weeks of utilizing DataSwitch, Foreknow turned its algorithm into a fully functional geo-targeting marketing tool. Aside from ongoing talks with Speedway, Wahoo, and Slapfish, Foreknow is now supporting a major restaurant chain with 992 stores across the country earning \$1.8B in annual revenue.